

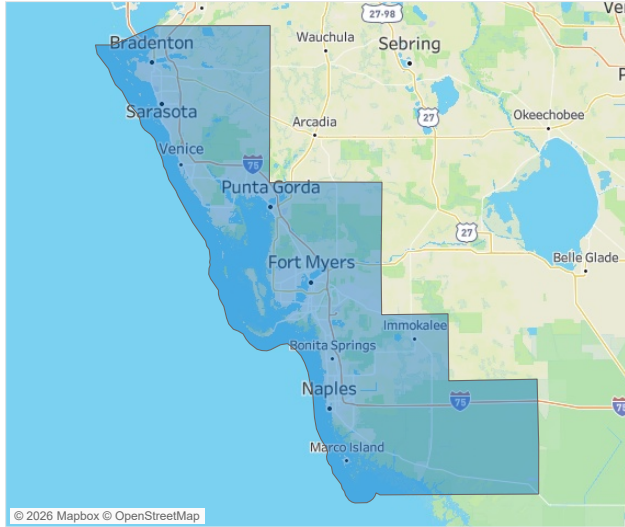


Jeff Adler  
Vice President  
[Jeff.Adler@yardi.com](mailto:Jeff.Adler@yardi.com)

Contacts

Razvan Cimpean  
SEO Engineer  
[Razvan-I.Cimpean@yardi.com](mailto:Razvan-I.Cimpean@yardi.com)

Southwest Florida Coast  
January 2026



Southwest Florida Coast is the **47th** largest multifamily market with **109,603** completed units and **82,915** units in development, **17,074** of which have already broken ground.

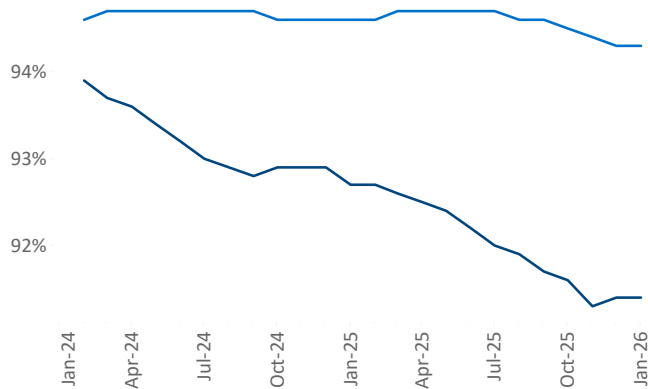
Advertised rents are at **\$1,836**, down **-5.4%** ▼ from the previous year placing Southwest Florida Coast at **120th** overall in year-over-year rent growth.

Multifamily housing demand has been positive with **10,081** ▲ units absorbed over the past twelve months. Absorption increased by **4,696** ▲ units from the previous year's absorption gain of **5,385** ▲ units.

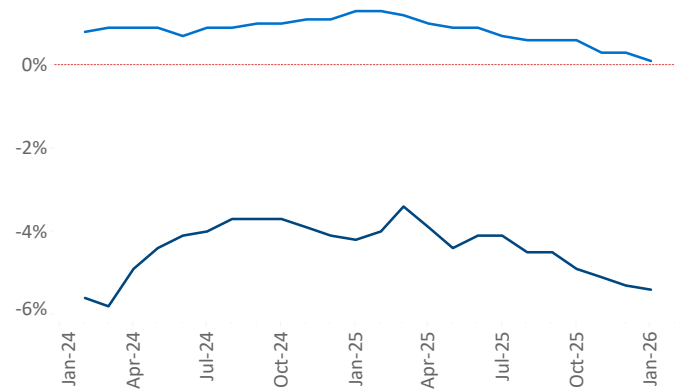
Employment in Southwest Florida Coast has shrunk by **-0.4%** ▼ over the past 12 months, while hourly wages have risen by **6.3%** ▲ YoY to **\$32.96** according to the *Bureau of Labor Statistics*.

■ Southwest Florida Coast    ■ National

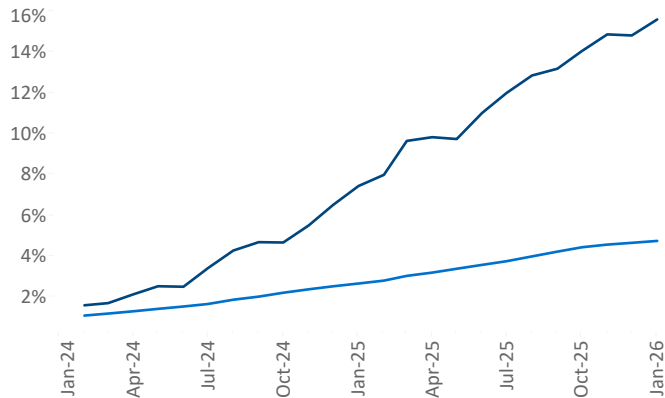
Occupancy



Rent Growth YoY



Units Under Construction as % of Stock



Absorbed Completions T12

